2017-2018 REGIONAL HOUSEHOLD TRAVEL SURVEY

Status Report #3

Ken Joh, Ph.D., AICP
Senior Statistical Survey Analyst
Department of Transportation Planning

Travel Forecasting Subcommittee
November 18, 2016

National Capital Region
Transportation Planning Board

Agenda Item 4

Presentation Outline

- Survey branding

- Survey questionnaire and other materials

- Survey sampling plan

- Updated survey schedule

- Current project activities and status

- Next steps and next report to TFS

Survey Branding

- Official name of COG/TPB Household Travel Survey: **Regional Travel Survey (RTS)**

- Survey branding reflects the diverse and expansive TPB model region beyond the Washington metropolitan area

National Capital Region
Transportation Planning Board

Survey Questionnaire and Other Materials

- COG/TPB staff met with the survey contractor (RSG) to discuss and finalize the variable list

- 2007 HTS variables from the recruit and retrieval surveys were reviewed to determine which variables to keep or drop for the 2017 RTS

- Key new variables for the 2017 survey include:

  - HOV and Express/Managed Lane use

  - Uber, Lyft, and Capital Bikeshare use

  - Types of transit passes used

  - Toll transponder in vehicle

National Capital Region
Transportation Planning Board

Survey Questionnaire and Other Materials

- Based on the selected variables, COG/TPB staff has reviewed the draft questionnaire and survey script for the recruitment and retrieval parts of the survey

- COG/TPB staff has also obtained permission from the following transportation agencies to use their logos on RTS materials including the recruitment letter and the survey website:

  - VDOT, MDOT, WMATA, DRPT (approved)

  - DDOT (pending)

Survey Sampling Plan

- RTS will survey 15,000 households within the region during a 12-month data collection period

- An 800 household pretest (including a 400 household smartphone GPS component) to be completed over a two week period

- Address based sampling (ABS) will be used, sampling frame will be a listing of all deliverable city and rural route postal addresses in the TPB modeled region

Survey Sampling Plan

- The sampling frame will be stratified into approximately 50 to 60 geographic strata in the TPB modeled area

- Sampling strata will comprise of census block group aggregations

- Areas to be sampled will include higher density/mixed-use regional activity clusters and lower-density residential areas

- Oversampling of higher density areas and areas with a greater proportion of hard to reach households (e.g., lower income and racial/ethnic minority households)

Updated Survey Schedule

- Some items still subject to adjustment

- Survey pre-test: early February 2017

    - Following election and major holidays

- Main survey: late May/early June 2017

    - Following WMATA SafeTrack surges (Surges 12-15 revised schedule expected in December)

- Complete main survey: late Spring 2018

- All deliverables by end of 2018

National Capital Region
Transportation Planning Board

Current Project Status

- Finalize project management plan

- Revision of survey questionnaires based on comments from COG/TPB staff

- Pretest sampling plan in progress (based on ACS block group and other data sources, regional activity center boundaries)

Next Steps and Next Report to TFS

- Procurement of address-based sample based on sampling plan

- Prepare print materials for pretest (recruitment mailings, questionnaire)

- Test latest version of rMove

- Develop project website and mail schedule

- Next report to TFS: January 2017 meeting

Ken Joh

Senior Statistical Survey Analyst
Department of Transportation Planning
202.962.3276
kjoh@mwcog.org

Metropolitan Washington Council of Governments
777 North Capitol Street NE, Suite 300
Washington, DC 20002

mwcog.org/tpb

National Capital Region
Transportation Planning Board